Washington State Magazine's combination of journalistic excellence and engaged readership offers exceptional advertising value as a regional university magazine.

Washington State Magazine is the window on Washington State University—around the state and around the world—for more than 162,000 well-educated, multinational readers.

We tell Washington State’s stories. No matter what the issue of the day, it becomes our story, through the eyes and work of our people. We are serious about giving our readers the best possible reporting on science and academe. But we also like humor and sports, good food and wine, great photography and thoughtful essays. We tell the stories of our readers themselves, our alumni, through lively profiles.

We are Washington State’s magazine. We are about people and place, about great ideas and the good things in life, about doing good in and making sense of a fascinating world.
average total circulation: 162,000
QUARTERLY :: FULL COLOR :: 56 PAGES
ALSO DISTRIBUTED THROUGH ALASKA AIRLINES AND AMTRAK

commitment to sustainability
100% POST-CONSUMER WASTE RECYCLED PAPER
PROCESSED CHLORINE-FREE
∼60% LESS WATER USED THAN MOST OTHER PAPERS

digital versions
WEB :: INTERACTIVE MAGAZINE :: E-NEWSLETTER :: VIDEOS

circulation + distribution

A HIGHLY ACCLAIMED AND AWARD-WINNING PUBLICATION that is eagerly anticipated by graduates, donors, faculty, staff, and friends of Washington State University.
our readers

Sample stories + departments

gender

Male: 51%
Female: 49%

age distribution

under 20: < 1%  21–25: 6%  26–30: 10%
31–40: 20%  41–50: 21%  51–60: 22%
61–70: 12%  over 71: 9%

level of education (alumni)

Bachelor degree: 82%
Masters degree: 12%
Doctoral degree: 6%

market areas

Seattle/Tacoma/Olympia CSA: 35%
Portland (Vancouver) MSA: 11%  (other Oregon: 1%)
Tri-Cities/central Washington: 10%
Spokane/Coeur d’Alene: 10%  (and adjacent counties)
Pullman/Moscow: 6%  (and adjacent counties)
N. California: 4%  S. California: 4%
other Idaho: 2%  NY/New England: 2%
Arizona: 2%  Texas: 1%  Washington DC: 1%
other US: 11%  other int’l: < 1%

spring 2019

arctic chronicles

Chronicling the Arctic’s loss and its future with science—and art.

ALSO IN ISSUE: Reconnecting our children to the natural world.

winter 2018

plan bee

With honey bees in peril, agriculture turns to our wild bee species to help pollinate America’s crops.

ALSO IN ISSUE: Healing for our Native American vets—in body, mind, and spirit.

fall 2018

a river rolls on

The dynamics of the Columbia River have changed. And we are all part of those changes.

ALSO IN ISSUE: A surprising rise to a horticultural gold rush.

summer 2018

to the rescue

Impressed by the work of the 9/11 search and rescue dogs, a large animal vet changed her career.

ALSO IN ISSUE: Couldn’t make it to the Winter Olympics? Here’s virtually the next best thing.

contact: Lowell Ganin  |  c: 520-307-1759  |  w: 206-717-5808  |  lowell@everedify.com
ad sizes

<table>
<thead>
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<th>Ad Type</th>
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**BLEED SPECIFICATIONS:** Bleed ad dimensions above DO NOT include an additional .125" on all sides (required) which is trimmed away during magazine construction.

**AD GRID MARGINS:** All type and graphics should reside .75" in from the trim, or .875" in from the bleed.

**The business card ad has special specifications.**

artwork specs

Ads may be created using Adobe InDesign, Illustrator or Photoshop; you can submit a press-ready PDF saved from these applications.

All artwork should be produced using CMYK color mode and the US WEB Uncoated v2 color setting. Images should be at least 300 pixels per inch (at actual size); line art at least 1200ppi. Spot colors should be converted to CMYK equivalents and fonts, whenever possible, converted to outlines.

Setup for the above applications as well as PDF conversion instructions may be found at magazine.wsu.edu/artwork. Washington State Magazine is not responsible for the quality of any printed ad that does not conform to these specifications.

**SUBMISSION INSTRUCTIONS**

Digital files may be submitted to the art director on a CD/DVD via FTP at filetransfer.wsu.edu (use jpxson@wsu.edu as the recipient’s name), or by email (under 10MB) to jpxson@wsu.edu. Please include all pertinent insertion and contact information along with payment.
ad rates

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Payment is due with ad submission.

Cancellations must occur on or before the space close date to not risk forfeit.

Available on request

Ads are placed at the discretion of the art department with attention to effectiveness and relationship to editorial and graphic content.

Available on request

Inserts such as business reply cards, brochures and envelopes are priced separately from the above advertising rates.

advertising deadlines

<table>
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<tr>
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<tr>
<td>November 2020 (Winter)</td>
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<td>9/4/20</td>
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<tr>
<td>February 2021 (Spring) - digital only</td>
<td>10/23/20</td>
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<tr>
<td>May 2021 (Summer) - exclusive distribution</td>
<td>1/29/21</td>
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<td>August 2021 (Fall)</td>
<td>4/22/21</td>
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